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Leonard Tachner

Dated:

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Applicant, Patentee, or Identifier: Ku	ırt H. Lohse							
Application or Patent No.:	Application or Patent No.:							
Filedorlssued: January 11,	Filedorlssued: January 11, 2000							
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Kurt H. Lohse NAME OF INVENTOR	NAME OF INVENTOR	NAME OF INVENTOR						
Signature of inventor	Signature of inventor	Signature of inventor						
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BACKGROUND OF THE INVENTION

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FIELD OF THE INVENTION

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The present invention relates generally to the field of distribution of product nonspecific coupons over the internet. The invention relates more specifically to a method for rewarding potential, immediate customers with discount incentives to make purchases at a particular store or chain of stores within a limited period of time, the incentives taking the form of coupons downloaded over the internet and printed by the purchaser at his or her computer system.

BACKGROUND ART

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system in which product-specific coupons are downloaded over the internet and printed at a consumer's computer system for subsequent redemption when the identified product-specific coupon can normally be redeemed at any retail store selling the particular product. Such coupons are no more beneficial to the retailer than any other coupon such as those published in newspapers or distributed through mass mailings. While a retailer may benefit indirectly through some increase in consumer traffic, typically all competing retailers who offer the particular product will generally benefit to the same extent.

The internet downloading and computer printing of discount coupons is not unique.

U.S. Patent No. 5,907,830 to Engel et al discloses an electronic coupon distribution

Of course there are methods that enable specific retailers to attract customers through other forms of incentives. For example, hard coupons are often distributed in mass coupon book mailings sometimes in conjunction with other non-competing retailers who

share space in a mall or shopping center. Hard coupons that are retailer specific may also be distributed in daily publications such as by newspaper inserts and the like. Unfortunately, coupon book mailings and newspaper inserts can be very costly and a retailer can't expect more than a very small percentage of recipients to actually use the coupons. Thus, the return on the investment for such hard coupon distribution techniques can be meager at best and often the resulting business generated by such hard coupons does not justify the costs of distribution.

It would be highly advantageous if there were a system for distributing non-product specific coupons, or in other words, retailer-specific coupons, over the internet to potential customers who plan to make immediate or at least imminent use of such coupons at a particular retail store or retail chain. Distribution over the internet would reach consumers who have a very strong and immediate interest in taking advantage of an incentive to purchase products or services redeemable through such retailer-specific coupons.

SUMMARY OF THE INVENTION

The present invention comprises a method for substantially instant electronic generation of volume discount coupons based on projected total dollar amounts consumers are planning to spend at a particular retailer or group of retailers within a specified time. The method produces an unspecified-product discount coupon representing a consumer's intention to purchase a minimum dollar amount of goods or services from a specific retailer or group of retailers within a limited period of time. In a preferred embodiment of the invention, the method comprises the steps of making available an electronic internet tool that permits consumers to negotiate a volume discount with selected retailers by matching various previously arranged retailer discount amounts and conditions with consumer discount requests; providing notification of the final match conditions to both the consumer and to the selected retailers; tracking and supplying historical and regional discount information to retailers regarding cost effective consumer incentive patterns; and creating and linking custom maps providing directions to the local retailers for whom coupons have been generated.

The disclosed embodiment provides consumers with the ability to create their own discount coupons in return for preliminary purchasing information, and in turn, allows retailers to redirect marketing budgets slotted for untargeted mass marketing campaigns in order to subsidize the immediate volume discount and secure the sale. Because of the flexibilities offered by discount coupons based on total dollar amounts spent rather than product specific discounts, consumers will be encouraged to spend more and purchase a wider variety of items during each visit in order to get better discounts. Because of the information provided by the volume discount requests, retailers will have the ability to make their advertising and marketing budgets more efficient by using those funds to generate immediate sales, stimulate new sales in slow

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- growth regions, and create new avenues for one-to-one-consumer marketing
- 2 relationships via the internet.

OBJECTS OF THE INVENTION

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It is therefore a principal object of the present invention to provide a method for instantly generating dollar volume discount coupons for consumers to use at specific retailers or retail chains within a specified period of time.

It is another object of the present invention to provide an internet website where consumers can obtain dollar volume discount coupons by matching their anticipated dollar volume of imminent spending at a particular retail store or retail store chain and the preselected dollar volume and time constraint conditions established by participating retail stores and retail store chains for issuing discount coupon incentives.

It is yet another object of the present invention to provide a consumer an electronically generated discount coupon for a particular retail store along with a map providing directions for locating that store.

It is still another object of the present invention to provide a method for substantially increasing the effectiveness of retailers' discount incentive programs by electronic generation of dollar volume discount coupons in response to potential customers' inquiries on the internet.

BRIEF DESCRIPTION OF THE DRAWINGS 1 2 3 4 The aforementioned objects and advantages of the present invention, as well as additional objects and advantages thereof, will be more fully understood hereinafter as 5 a result of a detailed description of a preferred embodiment when taken in conjunction 6 7 with the following drawings in which: 8 9 FIG. 1 is an internet website page of the invention for registering retailer participants; 10 11 FIG. 2 is an internet website page of the invention for obtaining discounting conditions 12 from retailers; 13 14 15 16 17 18 FIG. 3 is an internet website page of the invention for registering customers; FIG. 4 is an internet website page of the invention for customers to log in; FIG. 5 is an internet website page of the invention for customers to generate a discount coupon; 20 21 FIG. 6 is an internet website page of the invention presenting a selected discount 22 coupon and map for printing; and 23 FIGs. 7-9 are flow charts of the invention illustrating the steps of the method hereof. 24 25 26

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

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Referring now to the accompanying drawings and FIGs. 1-6 in particular, it will be seen that these figures depict website pages used in the present invention. More specifically, FIG. 1 depicts the website page used for registering retailers who wish to participate in the method hereof. It provides a vehicle for indicating the retailer's name and other identifying information including website address, category of business and trade area. FIG. 2 provides a vehicle for setting coupon parameters by registered retailers. The parameters include start and end dates, coupon use period (measured from date of issuance) and purchase amount versus discount in percentage or dollars. There is also provision for indicating additional information such as store hours, credit cards accepted and miscellaneous business-related messages. FIG. 3 provides a registration page for customers who wish to participate. It provides a vehicle for indicating the customer's name, address, E-mail address, birth date and establishes a user name and password that are unique to each customer.

FIG. 4 is a website page used in the present invention to permit a customer to log in and select retailers by area, by recent addition or by product category. FIG. 5 is a website page which permits a customer to initiate a coupon generation process for a selected retailer. It provides entries for the name of the retailer or retail chain and the amount of the imminent purchases anticipated by the customer. It also gives the customer the option of generating a map of the retailer's location.

FIG. 6 illustrates a typical discount coupon generated in accordance with the method of the invention. As seen in FIG. 6, a typical coupon will have an expiration date and the amount of the discount for a given minimum purchase amount. It will, of course, also include identification of the retailer by name and address. Other information such as authorization phone number, code numbers and UPC bar code data may be

provided. The bar code data may be used to ensure that the discount data is genuine and in accordance with retailer registration parameters. A map is also available to provide street directions to the retailer's location. The page depicted in FIG. 6 is intended to be printed by the customer so that it may be hand carried to the retailer to be redeemed for the indicated discount.

FIG. 7 is a flow chart illustrating home page entry by a user who may be either a customer or a retailer. The first step determines whether the user is a return user or a new user. If the user is already registered, his or her record is accessed and then it is determined whether the user is a consumer or a merchant (customer or retailer). If the user is a consumer and has logged in correctly, the login data is recorded and the user is given access to make a coupon. If the user is a merchant, access is given to merchant services which will be described in flow chart form below. If the user is not yet registered, it is first determined whether the user is a consumer or a merchant. If the unregistered user is a merchant, registration is first implemented and then the merchant is given access to relevant media information and then contacted by the website host to set up a merchant account. If the unregistered user is a consumer, registration is first implemented and a user record is created for the newly registered consumer. Welcome message E-mail may then be sent to the new consumer. The consumer is then given access to make a coupon as described below.

FIGs. 8 and 9 illustrate in flow chart form the details of making a coupon in accordance with the preferred embodiment of the invention. FIG. 9 is actually a more detailed flow chart of the outlined portion of FIG. 8. As seen in both FIGs. 8 and 9, the first step in make-a-coupon process is to have the user select discounts to be located in the consumer's area by category of products offered, newly registered merchants or all merchants in that area. As seen best in FIG. 9, this step is carried out by querying one of three different combinations of database criteria. If the desired merchants are found, a list of those merchants is displayed. If the desired merchants are not found,

the search through the databases continues. The user eventually selects the desired merchant and specifies the amount he or she intends to spend on purchases at that merchant's store. The inventive method then queries the corresponding merchant file to find a discount parameter that may match the amount specified by the consumer. If no match is found, the merchant's minimum spending amount for a discount is displayed to permit the consumer the opportunity to raise his or her spending amount to the minimum specified. Eventually, when a discount level is found, a coupon for the selected merchant and having the matching parameters, is displayed and, if acceptable to the consumer may be printed on the consumer's computer printer. If the consumer does not wish to print the coupon, the entire process is repeated or the consumer may exit the site. If the coupon printing step is carried out, a unique identification number is printed as well. In addition, both the merchant's coupon record and the consumer's record are updated. After coupon printing the user may seek another discount or exit the site.

Having thus disclosed a preferred embodiment of the assembly and method of the invention, it being understood that many variations and additions are contemplated, what is claimed is:

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CLAIMS

1. A method for providing discount incentives to potential customers for making purchases from service or goods providers; the method comprising the steps of: providing an internet website for providers to register and to set their respective discount parameters for issuing discount coupons to potential customers;

permitting access to said website by said potential customers to register and search for registered providers from whom they wish to make purchases;

establishing customer purchasing parameters for a selected provider and indicating a match between discount parameters and purchasing parameters; and presenting a website display of a discount coupon corresponding to said matching parameters for printout by a registered customer for subsequent redemption at a provider's place of business.

2. The method recited in claim 1 wherein said matching parameters comprise an amount to be spent by the customer and a specified period of time in which said amount must be spent.

- 3. The method recited in claim 1 wherein said presenting step further comprises the steps of generating a map indicating the location of a selected provider and adding said map to said website display.
- 4. The method recited in claim 1 further comprising the step of establishing a data file of coupon generation for each said provider.
- 5. The method recited in claim 1 further comprising the step of including at least one verification number on each said discount coupon.
- 6. The method recited in claim 1 further comprising the step of displaying a search page at said website for permitting a postponed customer to search for a provider based upon selected criteria.
- 7. The method recited in claim 6 wherein said search criteria comprise at least one criterion taken from the group consisting of location, nature of products offered, nature of services offered and timing of provider registration at said website.

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8. A method of issuing electronically-generated merchant-specific discount coupons to consumers over an internet communications link; the method comprising the steps of:

establishing an internet website on said link, said website having a selected address;

providing at least one website page for merchants to register and to set their respective discount parameters for said discount coupons;

providing at least one website page for consumers to register and search for registered merchants based upon selected search criteria;

providing at least one website page for consumers to indicate their desired purchase parameters;

comparing discount parameters of a merchant with purchase parameters of a consumer and indicating when a match of discount parameters and purchase parameters occurs;

presenting a website page having an electronic discount coupon representing the matching parameters for a particular merchant; and

permitting a consumer to print the presented page for subsequent redemption of the discount coupon represented at said presented website page.

- 9. The method recited in claim 8 wherein said matching parameters comprise an amount to be spent by the consumer and a specified period of time in which said amount must be spent.
- 10. The method recited in claim 8 wherein said presenting step further comprises the steps of generating a map indicating the location of a selected merchant and adding said map to said website display.
- 11. The method recited in claim 8 further comprising the step of establishing a data file of coupon generation for each said merchant.
- 12. The method recited in claim 8 further comprising the step of including at least one verification number on each said discount coupon.
- 13. The method recited in claim 8 further comprising the step of displaying a search page at said website for permitting a postponed consumer to search for a merchant based upon selected criteria.

14. The method recited in claim 13 wherein said search criteria comprise at least one criterion taken from the group consisting of location, nature of products offered, nature of services offered and timing of merchant registration at said website.

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ABSTRACT OF THE INVENTION

A METHOD FOR PROVIDING DISCOUNT INCENTIVES TO POTENTIAL

CUSTOMERS WHO WISH TO MAKE AN IMMEDIATE PURCHASE

A method for substantially instant electronic generation of volume discount coupons based on projected total dollar amounts consumers are planning to spend at a particular retailer or group of retailers within a specified time. The method produces an unspecified-product discount coupon representing a consumer's intention to purchase a minimum dollar amount of goods or services from a specific retailer or group of retailers within a limited period of time. In a preferred embodiment of the invention, the method comprises the steps of making available an electronic internet tool that permits consumers to negotiate a volume discount with selected retailers by matching various previously arranged retailer discount amounts and conditions with consumer discount requests; providing notification of the final match conditions to both the consumer and to the selected retailers; tracking and supplying historical and regional discount information to retailers regarding cost effective consumer incentive patterns; and creating and linking custom maps providing directions to the local retailers for whom coupons have been generated.



TIDE EL VILLE TIDE INTERNET VAS BADE PART

How it Works...

You place online, discount coupons good at your business for the next 24 hours or more. This will give customers the incentive to visit your business as soon as they get the coupon. Customers will locate your coupons based on the area which your business is located or the products/services you offer.

Using your unique retailer username and password and our simple interface, you design, add, remove and modify coupons anytime you want.

Benefits...

- Instant distribution of coupons to thousands of customers in your area
- Pay only for coupons viewed by serious clients
- Include useful information about your business (hours, credit cards accepted, etc...)
- Provide maps and driving directions to your business

Ready to get started? Please send us your contact information on the form provided below... you will then be contacted by one of our representatives to assist you in setting up your account. Or you can call us at 1-800-555-1212. Please ask for the advertising sales department. If you are already a registered advertiser with Quick-Save.com, click here to manage your account.

Name:		
Company:		
Phone:		
Email:		
Address:		
Co. Web Site:	http://	
	About Your Business (check all that apply)	
Trade Area: C	Local C Rergional C	National
Category: [Appliances/Electronics	Grocery
	Home Improvement	Personal Service
	Restaurant	□Travel
Comment/ Message:		



Coupon 1

Listed below are each of your current coupons and your general business information. To make changes simply edit the text or selection boxes and press click the update button at the bottom of the page.

Delete this Coupon

the file of the fi

Start Date: 12/1/99 End Date: 1/30/00 Valid For: 2 Days						
Level 1 Spend: \$ 50 Discount: 5% (ex. 5% or \$5.00)						
Level 2 Spend: \$\frac{75}{} Discount: \frac{7%}{} (ex. 5% or \$5.00)						
Level 3 Spend: \$ 100 Discount: 10% (ex. 5% or \$5.00)						
Coupon 2 Delete this Coupon						
Start Date: 2/1/00 End Date: 2/30/00 Valid For: 2 Days						
Level 1 Spend: \$ 100 Discount: \$10.00 (ex. 5% or \$5.00)						
Level 2 Spend: \$ Discount: (ex. 5% or \$5.00)						
Level 3 Spend: \$ Discount: (ex. 5% or \$5.00)						
Business Information						
Store Hours: M-F: 11:00am - 10:00pm Sat: 7:00am - 9:00pm Sun: 11:00am - 6:00pm						
Credit Cards: O Visa O Master Card O American Exp. O Discoveer						
Text: Commercial accounts available Special discounts to licensed contractors.						



Get Personal ID

If you are a first time user, you need a user ID. Complete the simple form below for instant registration.

Name:	(required)
Address:	
City:	
State:	Zip: (required)
Phone:	
Email:	(required)
Birthday:	(mm/yy)
	Select a user name and password. Each must be between 4 and 10 characters. Both are required.
Jsername:	Password:
Vould you lil	ke to be notified via email of specials and new retailers?
	€ Yes C No
	realis) fill f(egifica) (e)

Quick-save.com requires a minimal amount of information to create your personal user ID. Since all coupons are personalized, your unique ID number is required to validate the coupons.

Some of our client companies offer their absolute best discounts to frequent buyers and to large ticket buyers. Some also offer better discounts based on the fact that you have opted to allow them to contact you directly in the future.





Username: John Doe

Password:

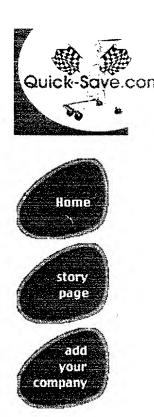
- O New retailers in my area.
- C All retailers in category: (select below)

Category: Appliances/Electronics

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New users click here to register.

Forgot you password? click here.





Welcome Kurt Lohse,

To create a coupon make a selection from below.

Select the store you are planning to visit: ACME Hardware (click here to select new category)

then

Enter the amount you plan on spending:

Would you also like a map to this store: • Yes C No

WALE A GOUPOR

Quick-Save.com Coupon

P.I.N.# LKJFL0005-0362

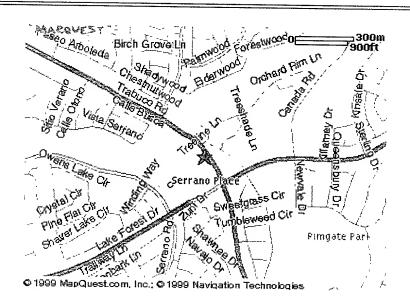
This discount is valid thru: Dec 20, 1999

10°, Discount on any purchase of \$100.00 or more 17% Discount on any purchase of \$200.00 or more

Only At: Baker Appliance Center 8673 Fairview Rd., Costa Mesa, CA 714-555-2525

Auth.Phone: 800-555-1212 Auth# HJYT002456-559372-85762





To print this coupon and map, use your browser's 'Print' button.

then

Make Another Coupon or Return to Home Page

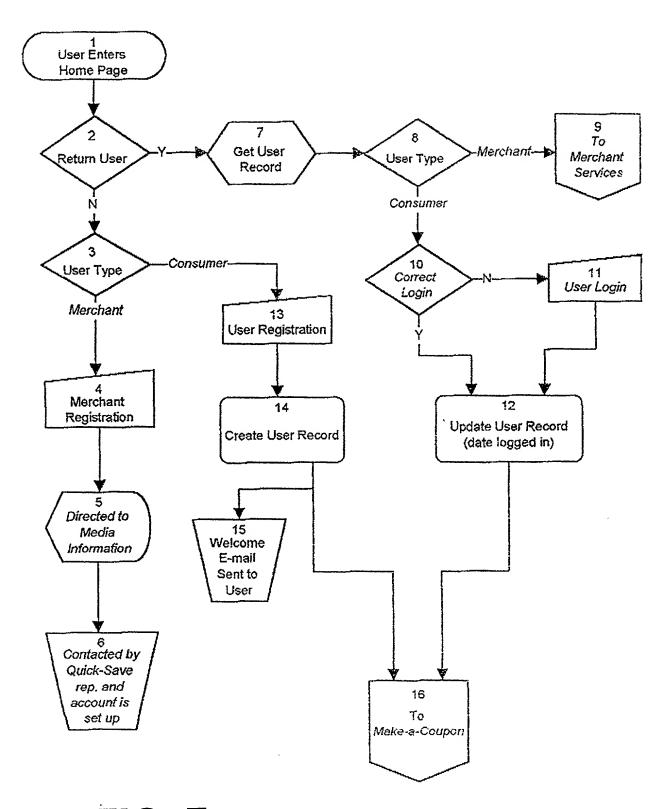


FIG. 7

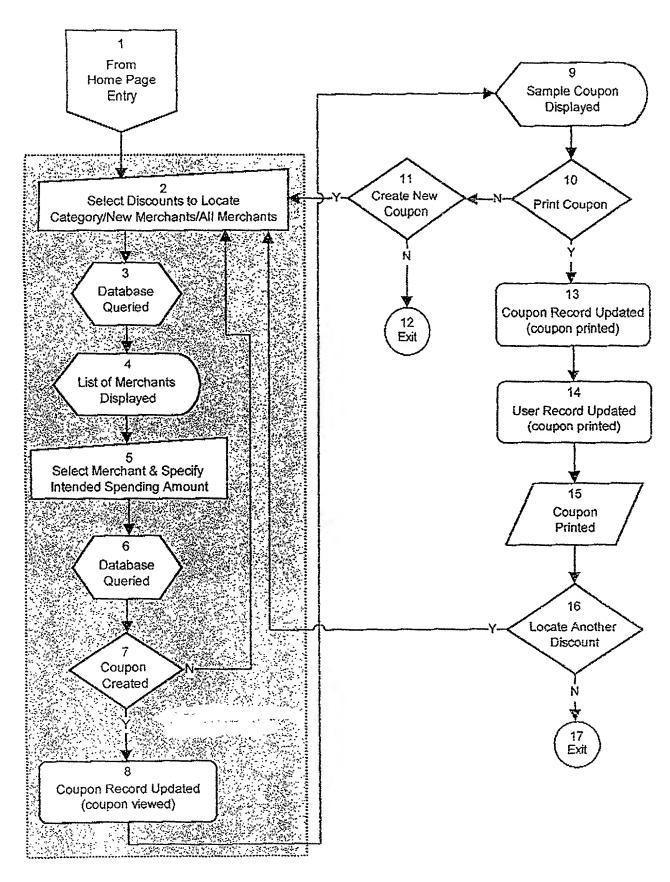
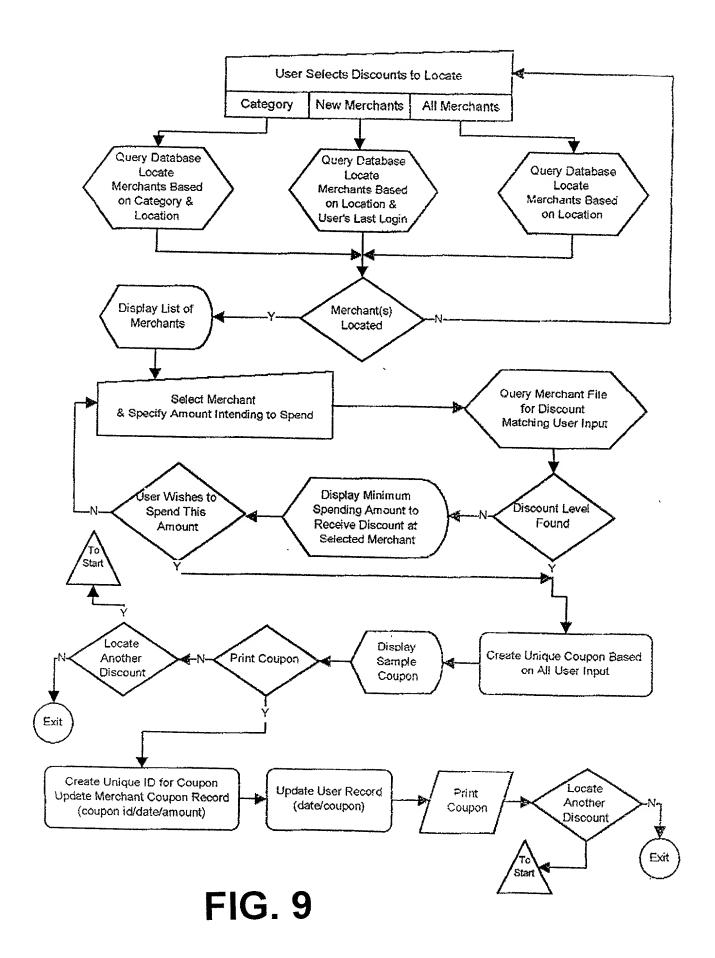


FIG. 8



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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)			First Named Invento	r	KURT H. LOHSE			
			COMPLETE IF KNOWN					
			Application Number					
Dri Do	doration	C Santanes	Filing Date	Jan	uary 11, 2000			
Sub	with Initial Filing (surcharge	R Submitted after Initial	Group Art Unit					
1		(37 ČFR 1.16 (e))	Examiner Name					

As a below named	inventor, I her	eby declare that:						
My residence, post office address, and citizenship are as stated below next to my name.								
I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:								
A METHOD FOR PROVIDING DISCOUNT INCENTIVES TO POTENTIAL								
CUSTOMERS	CUSTOMERS WHO WISH TO MAKE AN IMMEDIATE PURCHASE							
the specification of		(Tit	tle of the Invention)					
is attached h	ereto							
l ·	MW/DD/YYYY)		as Unit	ed States Applica	tion Number or I	PCT International		
Application Number		and w	vas amended on (MM/DD/	mm) [(if applicable).		
I hereby state that I h	ave reviewed a	and understand the	contents of the above idea	ntified specificatio	n, including the	claims, as		
amended by any ame	,	•						
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Prior Foreign Applic Number(s)		Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Co	opy Attached? NO		
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Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:								
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Application Nu	mber(s)	Filing Dat	te (MM/DD/YYYY)	numb supple	onal provisiona ers are listed d emental priority SB/02B attach	on a y data sheet		

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		CT international applicat					·				
As a named inv and Trademark	entor, I h Office co	ereby appoint the following th	Customer Num	ractitioner(ber		osecute ti 054	his application	on and to t	transa	ct all business i Place Custo Number Bar	omer
		四	OR Registered pra	ctitioner(s)	name/i	registratio	n number lis	sted below	, L	Label her	
	Nam		Regist	ration ber			Nam				stration mber
LEONARD TACHNER			26,34	4							
Additional a	registered	practitioner(s) named o	n supplemental	Registere	d Pract	itioner Inf	ormation sh	eet PTO/S	B/02C	attached here	to.
Direct all corr	esponde		ner Number Code Label				OR	XX Co	rrespo	ondence addr	ress below
Name	LEO	NARD TACHNER	, A PROF	ESSION	NAL]	LAW C	ORPORA'	TION			
Address	179	61 SKY PARK (CIRCLE,	SUITE	38-1	Е					
Address											
City	IRV	INE				tate				4	
Country	USA	·	Telepho	ne (949) 7:	52-85	25	Fax	(94	9) 955-	2415
believed to be punishable by	true; and fine or in	I statements made here I further that these state opprisonment, or both, un t issued thereon.	ements were n	nade with	the kno	owledge t	hat willful fa	ise stater	nents	and the like so	made are
Name of So	ole or F	First Inventor:				A petition	n has been	filed for	this u	ınsigned inve	ntor
Gi	ven Nar	ne (first and middle [it	f any])				Famil	y Name	or Su	rname	
Kurt	Kurt H.					Family Name or Surname Lohse					
Inventor's Signature		Kuntol	·hm							Date	1/6/2000
Residence: City Huntington Beach State CA			c	ountry	USA			Citizenship	USA		
Post Office A	ddress	21022 Cocoba	ana Lane								
Post Office A	ddress	Huntington 1	Beach, C	alifor	rnia	9264	.6				
City		Huntington Beach State	CA	ZIF	,	92646	1	Coun	itry	USA	
Additional	invento	rs are being named o	n the	nnlamon	tal Ada	ditional le	nyontor(a)	choot(c)	DTO/	CD/02A attac	had barata